

**LEMON GROVE CITY COUNCIL  
AGENDA ITEM SUMMARY**

Item No. 3  
Mtg. Date October 6, 2015  
Dept. City Manager's Office

**Item Title:** General Plan Update Focus Group

**Staff Contact:** Kathi Henry, Interim City Manager  
Carol Dick, Development Services Director

**Recommendation:**

Appoint members of the General Plan Update Focus Group.
---

**Item Summary:**

On August 4, 2015 the City Council authorized the execution of an agreement with CalPoly San Luis Obispo to update the Lemon Grove General Plan as a Master's Program Studio project.

The City Council authorized staff to solicit for a General Plan Update Focus Group as soon as possible and a request for applicants was issued based on the Project Proposal in the agreement and modeled after the recent Recreation Group Focus Group process. On September 15, 2015, the City Council appointed six members and directed staff to keep the recruitment open until the end of business day September 30, 2015 and forward any additional interested persons to the City Council. Staff has received X additional applications. The staff report (**Attachment A**) describes the Focus Group tasks and the latest responses to the recruitment (**Attachment B**).

**Fiscal Impact:**

None.

**Environmental Review:**

☒ Not subject to review

☐ Negative Declaration

☐ Categorical Exemption, Section [ ]

☐ Mitigated Negative Declaration

**Public Information:**

☒ None

☐ Newsletter article

☐ Notice to property owners within 300 ft.

☐ Notice published in local newspaper

☐ Neighborhood meeting

**Attachments:**

A. Staff Report

B. Applications



## LEMON GROVE CITY COUNCIL STAFF REPORT

**Item No.**   3  

**Mtg. Date**   October 6, 2015  

**Item Title:** **General Plan Update Focus Group**

**Staff Contact:** Kathi Henry, Interim City Manager  
Carol Dick, Development Services Director

### **Discussion:**

City Council authorized staff to recruit for members of a General Plan Update Focus Group and the recruitment information was based on the Project Proposal in the CalPoly San Luis Obispo (CalPoly SLO) agreement and modeled after the recent Recreation Focus Group recruitment process. Because of the opportunity that was presented by CalPoly SLO, the City Council agreed that the Focus Group should be involved for the entire student project (September 2015 to June 2016). As a refresher, the following information lists the Focus Group tasks. The response to the recruitment is outlined in the last section below.

### General Plan Update Focus Group Tasks

The General Plan Update Focus Group is tasked with providing the CalPoly SLO team with input and support during the course of the Master's Program Studio project. The list below outlines typical tasks, but adjustments once the studio project has commenced may occur and the tasks may not be limited to the list. The Focus Group will:

- 1) Provide input to the Planning Process through special meetings with the CalPoly SLO team, conduct site visits and solicit opinions from neighbors and businesses.
- 2) Communicate community perspectives that identify:
  - Deficiencies in the current General Plan.
  - Conditions that need to be addressed (physical as well as programmatic needs).
  - Goals for the community.
  - Barriers and opportunities to meet those Goals.
- 3) Provide recommendations to the City Council on the proposed General Plan Update.

The focus group members will be asked to meet with the student team at least once during each of the two to three proposed CalPoly SLO team visits, correspond electronically with student team members and faculty and City staff as needed, conduct or provide support for research/surveys, perform analysis as directed by the team, and seek community feedback in order to support the proposed project at the final City Council presentation. The Focus Group members will be asked to attend City Council presentations.

### Response to Recruitment

The City initially received 7 applications (one withdrew) and the City Council appointed six candidates listed on the following page. The City Council expressed concern about the small response and asked that staff continue the recruitment process. The City Council members also requested that business owners, service organizations and real estate professionals be targeted. City Council members also indicated that they would reach out to increase the interest.

# Attachment A

A one-page application used for past focus groups was issued and the form asks applicants to provide information about work and community experience (including volunteer activities and experience or special knowledge).

The form also asks potential focus group members why they would like to serve on the focus group. Completed applications have been made available to the City Council members for their consideration.

## Candidates appointed September 15, 2015

- Richard Lee Cortopassi
- James Davis
- Katie Dexter
- Helen M. Ofield
- Marie Venable
- Susan Yepiz

## Candidates for Consideration

- Thomas Clabby
- Grant K. Conrad
- Michael Golden
- Dr. Allan Goetz
- Denise Strattman
- Jarvis Gandy
- John DuFon
- Stephen Browne

## **Conclusion:**

Appoint additional members of the General Plan Update Focus Group.



CITY OF LEMON GROVE  
GENERAL PLAN FOCUS GROUP APPLICATION

SEP 24 2015 PM 12:58

**Contact Information**

Name: THOMAS CLABBY Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Work and Community Experience**

Employer: RETIRED Title: \_\_\_\_\_

List any past or current volunteer activities with dates served: ON RECORD

What experience or special knowledge can you bring to the Focus Group? \_\_\_\_\_

Why do you want to be a member of the Focus Group? \_\_\_\_\_

What do you want to accomplish as a focus group member? \_\_\_\_\_

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? YES

Signature: [Signature] Date: 9/24/15

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

# Attachment B



## CITY OF LEMON GROVE GENERAL PLAN FOCUS GROUP APPLICATION

Home Address: \_\_\_\_\_

### Contact Information

Name: Grant K. Conrad Work Address: 7387 Broadway Lemon Grove

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### Work and Community Experience

Employer: Conrad Lemon Grove Mortuary Title: Mortuary Manager

List any past or current volunteer activities with dates served: KIWANIS APPLE DAYS—worked in Truck every October on Lemon Grove Avenue during distribution of cases of apples during  
and delivered cases to private homes after apples were sold; Worked in various booths and volunteered on the parade route during OLD TIME DAYS; worked as a volunteer for KIWANIS PANCAKE FESTIVALS; participated in CHAMBER OF COMMERCE CONCERTS IN THE PARK; and, participated in activities of the LEMON GROVE HISTORICAL SOCIETY.

What experience or special knowledge can you bring to the Focus Group? MY GRANDPARENTS AND PARENTS have been business owners in Lemon Grove for over 61 years at CONRAD LEMON GROVE MORTUARY. I lived in Lemon Grove for many years and always helped out in their business. I have worked as an adult for many years at the Mortuary currently being the Mortuary Manager. I attended Helix High School participating in drama and as a bagpiper in the school band. I am a third-generation FUNERAL DIRECTOR/BUSINESSMAN here in Laemon Grove and am a third-generation KIWANIAN. I and our family have greatly valued and cherished the smaller-town atmosphere that Lemon Grove provides to citizens and business owners/operators.

Why do you want to be a member of the Focus Group? I WOULD LIKE TO CONTINUE TO MAKE SURE THAT LEMON GROVE STAYS THE COMMUNITY THAT ITS' CITIZENS AND BUSINESS PEOPLE ARE PROUD OF. I FEEL, THAT PERHAPS MY INVOLVEMENT COULD MAKE A DIFFERENCE, WITH THIS FOCUS GROUP PROMOTING LEMON GROVE IN POSITIVE WAYS TO ALL OF THOSE WHO LIVE AND WORK HERE.

What do you want to accomplish as a focus group member? I FEEL THAT THE BUSINESS COMMUNITY HAS LOST IT'S STRONG VOICE AND INFLUENCE, ESPECIALLY NOW THAT THERE IS NO LONGER A LEMON GROVE CHAMBER OF COMMERCE. I HAVE ATTENDED FUNCTIONS OF THE EAST COUNTY CHAMBER OF COMMERCE BUT I FEEL THAT THEY DO NOT PROMOTE NOR IS AN ADVOCATE FOR LEMON GROVE. THEY SEEM MORE INTERESTED IN MAINLY EL CAJON AND NOT SO MUCH THE OTHER CITIES IN THE EAST COUNTY. IT IS TOO LARGE OF A GROUP TRYING TO FOCUS ON TOO MANY CITIES AND NOT CONCENTRATING ON THE UNIQUENESS OF EACH CITY.

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? YES—I INTEND TO SUPPORT AND PARTICIPATE IN THIS.

Signature: Grant K. Conrad Date: SEPTEMBER 28, 2015

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

## CITY OF LEMON GROVE GENERAL PLAN FOCUS GROUP APPLICATION

### Contact Information

Name: Michael Golden Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

### Work and Community Experience

Employer: Grossmont-Cuyamaca Community College District  
Title: Professor of Biology

### List any past or current volunteer activities with dates served:

Presently: I volunteer with the Sierra Club where I am on staff and teach for the Wilderness Basics course (teaching people how to hike and backpack in the wilderness). I also volunteer at the College for the Undocumented Students task force and I'm a volunteer on the committee that is converting our large lawns to native plant gardens.

### What experience or special knowledge can you bring to the Focus Group?

I am a homeowner and resident of Lemon Grove for 22 years. I am also a single parent with three children, all of whom went to the LG public schools. I'm an urban farmer (garden, fruit trees, rain barrels and chickens). Lemon Grove has a unique opportunity to use its large residential lots for more urban and community farming. I also purposely live within the College district in which I am employed and teach. Many of my students live in Lemon Grove. I'm a biologist and botanist. Prior to my teaching career, I worked for the Nature Conservancy where I managed a \$600,000 annual budget to mitigate the effects of drought on native plant communities throughout the State. I have also written and critiqued EIR reports.

### Why do you want to be a member of the Focus Group?

Although originally from the Bay Area, I have lived in Lemon Grove since we moved here back in 1993. Indeed, I have lived in my present home on Washington Street longer than any other residence in my life. I love this little town; it has great potential. I plan on retiring here as well. I would like to help.

### What do you want to accomplish as a focus group member?

I'm interested in safety for our children (we need more sidewalks), urban farming, increased economic development, and a more walk-able city in general. But I am also good in the role of a group 'broker'. I see all sides very well and tend to help bridge gaps in understanding issues and diverse opinions

If selected, can you actively participate in-group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council?

Absolutely. I work, so I would need advance notice, or, if some of the work can be completed evenings and weekends, that would be helpful.

Signature: \_\_\_\_\_

Date: Sept 24, 2015

# Attachment B



## CITY OF LEMON GROVE GENERAL PLAN FOCUS GROUP APPLICATION

### Contact Information

Name: DR. ALLAN GEITZ Address: \_\_\_\_\_

Email Address: allan.geitz@lemongrove.ca.gov

Phone Number: \_\_\_\_\_

### Work and Community Experience

Employer: RETIRED Title: DIYSKIST

List any past or current volunteer activities with dates served: \_\_\_\_\_

What experience or special knowledge can you bring to the Focus Group? \_\_\_\_\_

40 YEARS ADVISORY ENGINEERING EXPERIENCE  
LARGE CORPORATION MANAGEMENT  
PHD PROGRAM EXPERIENCE

Why do you want to be a member of the Focus Group? YES

What do you want to accomplish as a focus group member? \_\_\_\_\_

IMPROVED COMMUNITY EDUCATION

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? YES

Signature: Allan Geitz Date: 18 SEPTEMBER 2015

Return completed applications to Carol Dirk by fax (619-625-3818), email ([cdirk@lemongrove.ca.gov](mailto:cdirk@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91943.



SEP-30-2015 WED 10:29 AM SPECTRUM CENTER

FAX NO. 8582684642

P. 01/01



CITY OF LEMON GROVE  
GENERAL PLAN FOCUS GROUP APPLICATION

## Contact Information

Name: Denise Strattman Address: 2111 N. Main St.Email Address: denise@strattman.comPhone Number: 619-444-1111

## Work and Community Experience

Employer: Sharp healthcare Title: Account Analyst IIList any past or current volunteer activities with dates served: Sharp lends a helping hand 2010-2015, Princess project 3/15, Friends of Scott Cancer foundation-current, I'm my own blessing-currentWhat experience or special knowledge can you bring to the Focus Group? RLA graduate and co-facilitator, Heal Zone, thrive,Why do you want to be a member of the Focus Group? To be a part of and help bring change into our cityWhat do you want to accomplish as a focus group member? To help our city keep its momentum and to be a part of the city's goals.If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? Yes - eveningsSignature: Denise Strattman Date: 9-30-15

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

All applications are due by 5:00 p.m. Thursday, September 30, 2015

# Attachment B



**CITY OF LEMON GROVE**  
**GENERAL PLAN FOCUS GROUP APPLICATION**

SEP 30 2015 PM02:49

**Contact Information**

Name: Jarvis Gandy Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**Work and Community Experience**

Employer: Fast Auto Loans Title: Store Manager  
List any past or current volunteer activities with dates served: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What experience or special knowledge can you bring to the Focus Group? Entrepreneurship  
and business

Why do you want to be a member of the Focus Group? to help the city of  
lemon grove

What do you want to accomplish as a focus group member? to learn more about  
the city and be a part of something bigger

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? Yes

Signature: \_\_\_\_\_ Date: 9-30-15

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

**All applications are due by 5:00 p.m. Thursday, September 30, 2015**



**CITY OF LEMON GROVE  
GENERAL PLAN FOCUS GROUP APPLICATION**

**Contact Information**

Name: John DuFon Address: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_

**Work and Community Experience**

Employer: Retired Title: \_\_\_\_\_

List any past or current volunteer activities with dates served: LITTLE LEAGUE  
BASEBALL - (Coach, Player Agent) AYSO Coach-

What experience or special knowledge can you bring to the Focus Group? \_\_\_\_\_

Long Time Resident 50yrs in Lemon Grove.  
History of our city.

Why do you want to be a member of the Focus Group? Long Time Resident  
Looking forward To Improving Lemon Grove

What do you want to accomplish as a focus group member? \_\_\_\_\_

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? yes

Signature: John DuFon Date: 9-30-15

CITY OF LEMON GROVE

SEP 30 2015

DEVELOPMENT

Return completed applications to Carol Dick by fax (619-825-3818), email ([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street, Lemon Grove, CA 91945

**All applications are due by 5:00 p.m. Thursday, September 30, 2015**

# Attachment B



## CITY OF LEMON GROVE GENERAL PLAN FOCUS GROUP APPLICATION

### Contact Information

Name: STEPHEN BROWNE Address: 11111 Main Street, Lemon Grove, CA 91945  
Email Address: sbrowne@browne.com  
Phone Number: 619-441-1111

### Work and Community Experience

Employer: COURTESY TV Title: PRESIDENT

List any past or current volunteer activities with dates served: STREET REHAB COMMUNITY  
2013, CLEAN UP LEMON GROVE 1996, 1997, 1998  
2013, REDEVELOPMENT OF DOWNTOWN 2000, 2001

What experience or special knowledge can you bring to the Focus Group? MY EXPERIENCE  
IN BUSINESS IN LEMON GROVE FOR 32 YEARS  
MY KNOWLEDGE IN ARCHITECTURE + DESIGN

Why do you want to be a member of the Focus Group? TO HELP OUR CITY

What do you want to accomplish as a focus group member? A PLAN FOR  
CITY TO GO FORWARD

If selected, can you actively participate in group meetings from September 2015 to June 2016 as well as perform independent research and analysis that may be presented to the City Council? YES

Signature: [Signature] Date: 9/30/15

CITY OF LEMON GROVE

SEP 30 2015

Return completed applications to Carol Dick by fax (619-825-3818), email  
([cdick@lemongrove.ca.gov](mailto:cdick@lemongrove.ca.gov)), or in person/mail to City of Lemon Grove, 3232 Main Street,  
Lemon Grove, CA 91945

**All applications are due by 5:00 p.m. Thursday, September 30, 2015**